



Advisors for Veterinary Clinic Success, LLC (888) 500-6711
Helping Veterinary Clinic Owners Reach Their Financial and Business Management Goals



Take Action to Achieve Success!

"Building Your Heartworm
Prevention Program"

Attend our "30 Minute
Quickinar" to Learn More
4/23/2013

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April 2013

Dear Friend,

National Heartworm Awareness Month is a great time to take the extra steps toward client compliance regarding heartworm awareness and prevention.

As veterinarians, we know that it is safer and less expensive to use heartworm preventative for a pet than treating a case of heartworm infection.



According to the American Heartworm Society, heartworms are found in all fifty states which means that heartworm prevention is important nationwide.

How is your practice going to ensure higher heartworm prevention compliance?

Compliance

Preventative Care

It is important for the pets in your care to take a monthly heartworm medication year round. This requires a Heartworm Prevention Program aimed at maximizing client compliance. Inventory management, prevention protocol and staff training on presentation and client education are all integral to compliance.

Inventory Management

Proper budgeting and markup pricing of heartworm medication can improve the profitability of inventory as a revenue center.

How much inventory do you keep on hand?

It is important to consider reorder points for heartworm prevention to avoid over-ordering or running short on inventory

available for sale. Also, the variety of in house offerings should be kept as simple as possible to keep inventory costs down. Consider using an integrated web-based pharmacy to manage other preventative options.

Prevention Protocol

With so many preventative options to consider, establishing a protocol for prevention is important to support inventory management and to provide structure for staff presentation and client education.

Protocol includes determining which products to carry in house, which to offer, if at all, through an integrated pharmacy, and whether to offer single-dose purchases. Also, a heartworm test guideline should be determined with the staff aware of the protocols.

Staff Training

With prevention protocols created, emphasizing the necessity for pets to be maintained on heartworm prevention then relies on solid staff presentation of those protocols.

Client education is often important for compliance because pet owners need information about why their pet "needs" to be on preventative care to avoid heartworm infection. Heartworm disease can be prevented.

We Can Help Your Practice Achieve Success!



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